TNM1 - TASK 1: PROJECT PROPOSAL WITH STRATEGIES

USER INTERFACE DESIGN - C773 PRFA - TNM1

TASK OVERVIEW

SUBMISSIONS

EVALUATION REPORT

COMPETENCIES !

4040.01.1: User Interface Design Projects

The graduate describes user interface design project constructs.

4040.01.2: User Interface Design Process

The graduate describes the user interface design process.

4040.01.3: User Centered Web Design

The graduate explains the relationship between the user and the site design.

4040.01.4: User Interface Design Principles

The graduate explains user interface design principles.

4040.01.5: Color, Typography, Layout, Wireframing

The graduate builds a web page wireframe.

4040.01.6: Designing a Basic Web Page User Interface

The graduate creates multiple web pages, using best practices in design technique.

4040.01.7: Website Navigation Concepts

The graduate creates a navigation hierarchy for a website.

4040.01.8: Designing an Interactive Web Page User Interface

The graduate analyzes best practices in designing interactive elements of User Interfaces.

4040.01.9: Website Maintenance and Search Engine Optimization Strategies

The graduate explains the best practice strategies for maintaining websites, including Search Engine Optimization.

INTRODUCTION

User interface and user experience (UI/UX) designer is one of the most popular job titles in the technology industry. UI/UX designers tend to enjoy the challenges associated with creating products that people love. Industry leaders know that design is a substantial competitive advantage, and they are competing for best talents; therefore, the demand for designers is high.

UI/UX design requires the understanding of core design principles, tools, and best practices. Having foundational principles of design and design techniques, such as design thinking, gives you a mindset required to create an effective user experience. You are also able to conduct user research that gives you a better understanding of the problem space and eventually leads you to communicate your designs and best practices to users through prototyping.

This task allows you to showcase your problem-solving skills, how you plan to manage and maintain this project, and which strategies you will implement for search engine optimization (SEO). You will evaluate the provided "Paradigm Pet Professionals Website" in the Web Links section and the attached "Paradigm Pet Professionals UI Design Specifications." You will develop plans to create information architecture for various user personas and stakeholder needs while adhering to accessibility standards. You will also develop a maintenance plan that includes SEO and consideration of a future mobile-friendly web page design.

SCENARIO

You were recently hired as a UI/UX Designer for Synesthor, an IT services company that offers on-site consultation for small businesses without an IT department. Synesthor recently contracted with Paradigm Pet Professionals, a company that specializes in providing virtual consultations to pet owners with state-of-the-art, evidence-based health and well-being information. Its website was designed by a part-time intern 10 years ago. Most people who visit the website are prospective and new pet owners located in the United States who seek information about basic pet care and are interested in speaking with a consultant. Paradigm Pet Professionals contracted with Synesthor's UI/UX department to develop a responsive website to meet the needs of its company and the needs of users.

Your first task is to evaluate the existing website and user design specifications provided by Paradigm Pet Professionals (see Web Links and Supporting Documents sections). You will also develop a sitemap, wireframe, and maintenance plan for the redeveloped website.

REQUIREMENTS

Your submission must be your original work. No more than a combined total of 30% of the submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. The similarity report that is provided when you submit your task can be used as a guide.

You must use the rubric to direct the creation of your submission because it provides detailed criteria that will be used to evaluate your work. Each requirement below may be evaluated by more than one rubric aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.

Tasks may **not** be submitted as cloud links, such as links to Google Docs, Google Slides, OneDrive, etc., unless specified in the task requirements. All other submissions must be file types that are uploaded and submitted as attachments (e.g., .docx, .pdf, .ppt).

- A. Using the attached "Paradigm Pet Professional UI Design Specifications" and existing "Paradigm Pet Professionals Website" from the Web Links section, compare the content, functionality, and navigation of the current website to user specifications and evaluate audience and stakeholders needs by doing the following:
 - 1. Describe how the current website content fails to meet audience and stakeholder needs.
 - 2. Describe how the current website functionality fails to meet audience and stakeholder needs.
 - 3. Describe how the current navigation system fails to meet audience and stakeholder needs.
- B. Determine the information architecture for the new website based on the attached "Paradigm Pet Professional UI Design Specifications" by doing the following:
 - 1. Explain the necessary website functionality and micro interactions needed to meet audience and stakeholder needs.

- 2. Describe the type of content that will be used for **one** new page based on **one** of the new user personas, including how the elements of the content align directly to the chosen user persona.
- 3. Identify existing content from the website that will be removed or redeveloped and explain how that content fails to meet the proposed audience and stakeholder needs.
- 4. Create a visual sitemap to determine the structure and the hierarchy of the site content, including the following:
 - a home page
 - a page for each existing pet page
 - a new page for the new user persona you identified in part B2

Note: You can use any tool to create the sitemap, such as graphic creation or manipulation software, presentation software, word processing software, or another tool of your choice. The sitemap must be submitted as an image embedded within your document.

- 5. Explain how your information architecture meets audience and stakeholder needs.
- 6. Explain the primary and secondary navigational elements required to support the information architecture.
 - a. Explain how these primary and secondary navigational elements *each* align with audience and stakeholder needs.
- C. Determine page layout by creating a mid-fidelity wireframe for the home page that is sized for a desktop website that includes *each* of the following:
 - site header, including the branding elements
 - site footer
 - primary and secondary navigational elements
 - placeholder text and placeholder images
 - specific components needed (buttons, links, form fields, search bar, etc.)

Note: You can use any tool to create the wireframe, such as graphic creation or manipulation software, presentation software, word processing software, or another tool of your choice. The wireframe must be submitted as an image embedded within your document.

- D. Develop a detailed maintenance plan for the responsive website that aligns with stakeholder needs outlined in the attached "Paradigm Pet Professional UI Design Specifications," include one maintenance task for each of the following:
 - efforts to ensure universal accessibility to all site content
 - the relationship between written content and SEO
 - tasks required to properly maintain the website
 - plan for rendering the website on desktop and mobile devices
 - SEO strategies for mobile devices
- E. Demonstrate professional communication in the content and presentation of your submission.

File Restrictions

File name may contain only letters, numbers, spaces, and these symbols: ! - _ . * '()

File size limit: 200 MB

File types allowed: doc, docx, rtf, xls, xlsx, ppt, pptx, odt, pdf, txt, qt, mov, mpg, avi, mp3, wav, mp4, wma, flv, asf, mpeg, wmv, m4v, svg, tif, tiff, jpeg, jpg, gif, png, zip, rar, tar, 7z

RUBRIC

A1:UNMET CONTENT NEEDS OF AUDIENCE AND STAKEHOLDERS

NOT EVIDENT

The submission does not describe current website content.

APPROACHING COMPETENCE

The submission does not logically describe how the current website content fails to meet audience needs or stakeholder needs.

COMPETENT

The submission logically describes how the current website content fails to meet audience and stakeholder needs.

A2:UNMET FUNCTIONALITY NEEDS OF AUDIENCE AND STAKEHOLDERS

NOT EVIDENT

The submission does not describe current website functionality.

APPROACHING COMPETENCE

The submission does not logically describe how the current website functionality fails to meet audience needs or stakeholder needs.

COMPETENT

The submission logically describes how the current website functionality fails to meet audience and stakeholder needs.

A3:UNMET NAVIGATION SYSTEM NEEDS OF AUDIENCE AND STAKEHOLDERS

NOT EVIDENT

The submission does not describe the current navigation system.

APPROACHING COMPETENCE

The submission does not logically describe how the current navigation system fails to meet audience needs or stakeholder needs.

COMPETENT

The submission logically describes how the current navigation system fails to meet audience and stakeholder needs.

B1:FUNCTIONALITY AND MICRO INTERACTIONS

NOT EVIDENT

The submission does not explain the necessary website functionality or micro interactions needed to meet *both* audience and stakeholder needs.

APPROACHING COMPETENCE

The submission does not logically explain the necessary website functionality and micro interactions needed, or the explanation does not logically address *both* audience and stakeholder needs.

COMPETENT

The submission logically explains the necessary website functionality and micro interactions needed to meet *both* audience and stakeholder needs.

B2:CONTENT FOR NEW PAGE

NOT EVIDENT

APPROACHING COMPETENCE

COMPETENT

The submission does not describe the type of content that will be used for 1 new page.

The submission describes the type of content that will be used for 1 new page, but the content is not logically based on 1 of the new user personas, or the description does not include how the elements of the content align directly to the chosen user persona.

The submission logically describes the type of content that will be used for 1 new page that is based on 1 of the new user personas, including how the elements of the content align directly to the chosen user persona.

B3:EXPLANATION OF CONTENT REMOVAL OR REDEVELOPMENT

NOT EVIDENT

The submission does not identify any existing content from the website that will be removed or redeveloped or does not explain how that content fails to meet audience and stakeholder needs.

APPROACHING COMPETENCE

The submission does not accurately identify existing content from the website that will be removed or redeveloped or does not logically explain how that content fails to meet audience and stakeholder needs.

COMPETENT

The submission accurately identifies existing content from the website that will be removed or redeveloped and logically explains how that content fails to meet audience and stakeholder needs.

B4:VISUAL SITEMAP

NOT EVIDENT

The submission does not include a visual sitemap.

APPROACHING COMPETENCE

The submission includes a visual sitemap, but it does not logically determine the structure or the hierarchy of the site content, does not accurately align with the UI specifications, or does not accurately include *each* of the given points.

COMPETENT

The submission includes a visual sitemap that logically determines the structure and the hierarchy of the site content, accurately aligns with the UI specifications, and accurately includes *each* of the given points.

B5:EXPLANATION OF AUDIENCE AND STAKEHOLDER NEEDS

NOT EVIDENT

The submission does not explain how the information architecture meets audience and stakeholder needs.

APPROACHING COMPETENCE

The submission does not logically explain how the information architecture meets audience or stakeholder needs.

COMPETENT

The submission logically explains how the information architecture meets audience and stakeholder needs.

B6:NAVIGATION

NOT EVIDENT

The submission does not explain the navigational elements.

APPROACHING COMPETENCE

The submission does not logically explain the primary and secondary navigational elements required to support the information architecture.

COMPETENT

The submission logically explains the primary and secondary navigational elements required to support the information architecture.

B6A:AUDIENCE AND STAKEHOLDER NAVIGATION NEEDS

NOT EVIDENT

The submission does not explain how navigational elements align with audience or stakeholder needs.

APPROACHING COMPETENCE

The submission does not logically explain how the how the primary and secondary navigational elements *each* align with audience and stakeholder needs. Or the navigational elements addressed are not from part B6.

COMPETENT

The submission logically explains how the primary and secondary navigational elements from part B6 *each* align with audience and stakeholder needs.

C:WIREFRAME

NOT EVIDENT

The submission does not include a mid-fidelity wireframe.

APPROACHING COMPETENCE

The submission includes a midfidelity wireframe, but the wireframe does not logically determine the layout for the homepage, is not sized for a desktop website, or does not accurately include 1 or more of the given points.

COMPETENT

The submission includes a midfidelity wireframe that logically determines the layout for the homepage, is sized for a desktop website, and accurately includes each of the given points.

D:MAINTENANCE PLAN

NOT EVIDENT

The submission does not include a detailed maintenance plan for the responsive website.

APPROACHING COMPETENCE

The submission includes a detailed maintenance plan for the responsive website, but the maintenance plan does not accurately align with the "Paradigm Pet Professional UI

COMPETENT

The submission includes a detailed maintenance plan for the responsive website that accurately aligns with the "Paradigm Pet Professional UI Design Specifications" and accurately in-

Design Specifications" or does not accurately include *each* of the given points.

cludes one maintenance task for *each* of the given points.

E:PROFESSIONAL COMMUNICATION

NOT EVIDENT

Content is unstructured, is disjointed, or contains pervasive errors in mechanics, usage, or grammar. Vocabulary or tone is unprofessional or distracts from the topic.

APPROACHING COMPETENCE

Content is poorly organized, is difficult to follow, or contains errors in mechanics, usage, or grammar that cause confusion. Terminology is misused or ineffective.

COMPETENT

Content reflects attention to detail, is organized, and focuses on the main ideas as prescribed in the task or chosen by the candidate. Terminology is pertinent, is used correctly, and effectively conveys the intended meaning. Mechanics, usage, and grammar promote accurate interpretation and understanding.

WEB LINKS

Paradigm Pet Professionals Website

SUPPORTING DOCUMENTS

Paradigm Pet Professionals UI Design Specifications.docx